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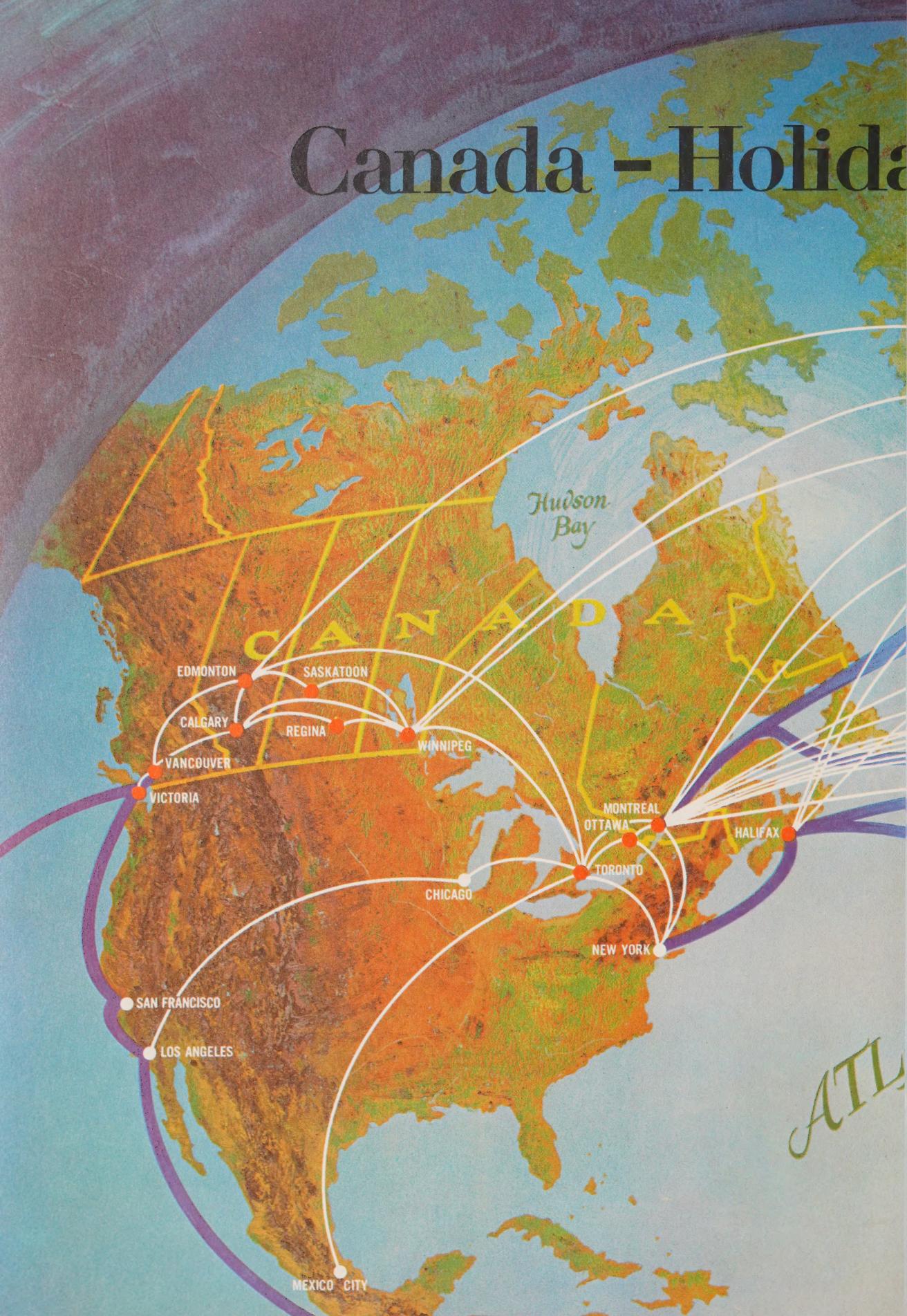
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Invitation to CANADA

Canada - Holiday



By land to the West.





Pomp and pageantry! Changing the Guard on Parliament Hill in Ottawa every summer morning.



Canadians love to share with visitors the myriad attractions of their homeland—from the Pacific to the Atlantic and north to the Arctic Ocean, a land that is unbelievably big, unbelievably beautiful. ■ In these pages, you can leave the fjord-indented Pacific sea-coast, venture eastward through majestic mountain ranges, down onto the grain-gold prairies, and into the vast, tangy, lake-studded forest-lands, to come—by rolling farm, green valley and highland—home again to the sea. ■ Visit our country, explore it and make friends here, and you will realize how rich are its recreational resources, how many its activities, how enjoyable its facilities for visitors. In population small, in extent vast, for the visitor in search of things to see and to do, in search of adventure or quiet relaxation, Canada is a world in itself, a vacation wonderland.





■ From Mile 0 in Victoria, British Columbia, to Mile 4,877 in St. John's, Newfoundland, stretches the world's longest paved road, the Trans-Canada Highway. As it winds its way through the heart-stopping grandeur of the Selkirk and Rocky Mountains across a continent to Newfoundland, this Highway parallels pioneer water and land trails, and immense railway and airway systems.

Other famous roads offer rich experiences: the Icefield Highway from Banff to Jasper; the storied Alaska Highway, which runs 1,523 miles northwest from Dawson Creek, British Columbia; the Mackenzie Route, from Grimshaw, Alberta, to Yellowknife, Northwest Territories.

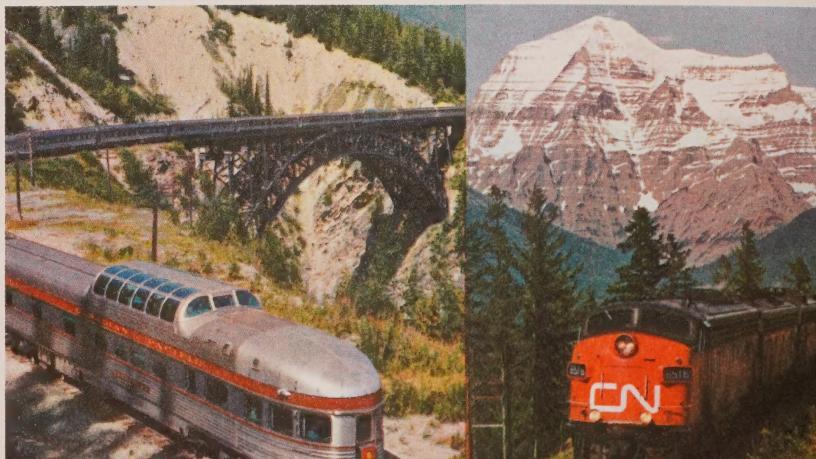
Air travel can speed you by jet from Vancouver to Toronto in six hours, or whisk you by charter into a remote fishing camp. Trains provide the utmost in travelling comfort: private apartments, dome-cars and restaurants. Extensive tours in modern buses are available, as are water cruises on inland or coastal waters.

And—everywhere—the friendliness and hospitality for which Canadians are known around the world.

A particularly beautiful stretch of the Trans-Canada Highway is Rogers Pass in British Columbia. To get to know the country well, luxurious buses and elegantly appointed trains are more than a means of transportation, they are a holiday in themselves • For panoramic viewing, it's hard to beat a pleasure cruise • For speed, it's the jet or jet-prop; smaller planes fly by schedule or charter to remote areas.



Travel Canada— by train, by plane; or on highways and waterways



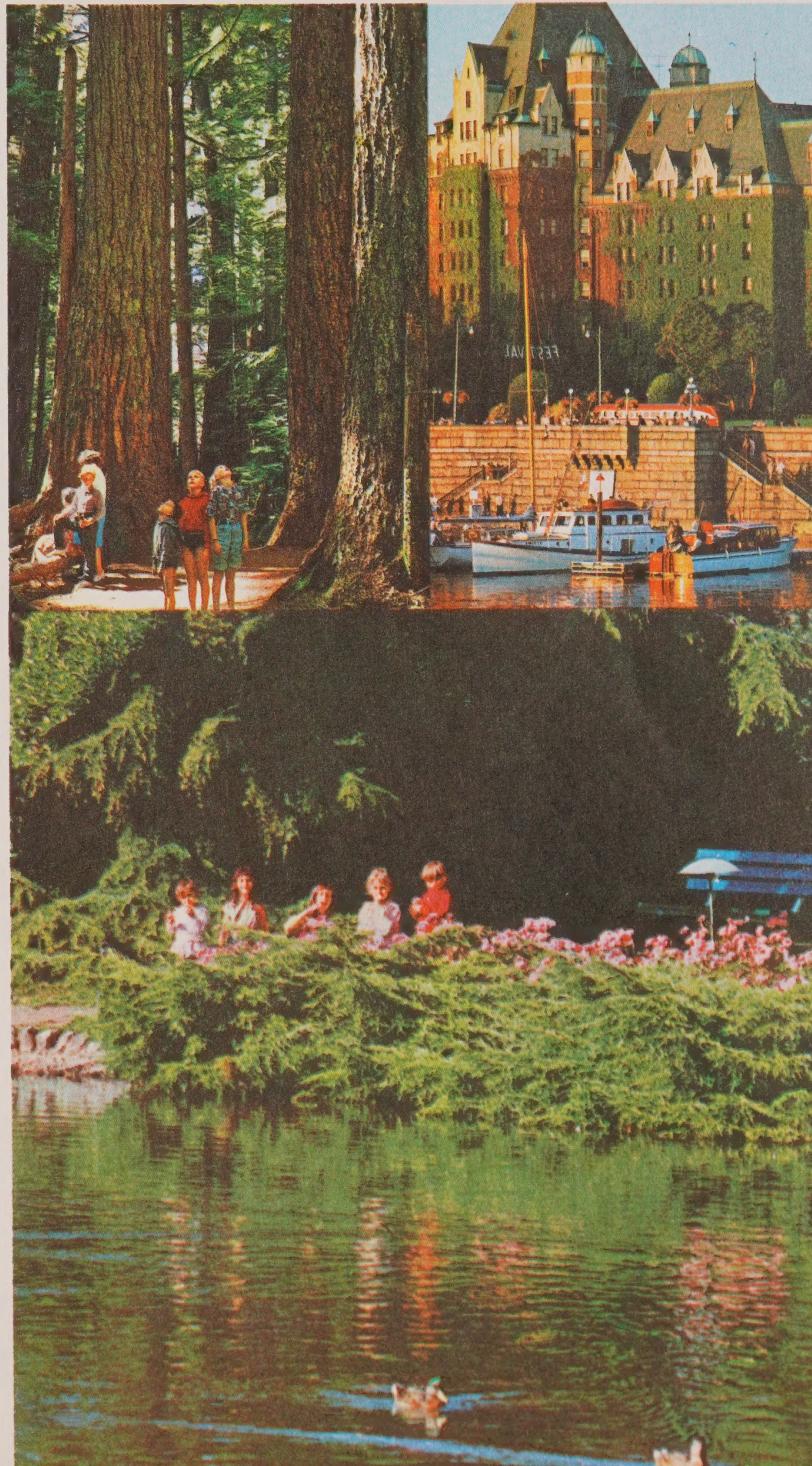


British Columbia

■ It seems hardly fair for one province to have so much . . . Vancouver, a great Pacific port and sparkling metropolis, with its renowned 1,000-acre Stanley Park and nearby beaches . . . Victoria, provincial capital with an English flavour, where "tea at the Empress" is a must . . . four mountain ranges, cradling valleys famed for their orchards and ranches . . . four national parks with every form of holiday attraction: swimming in natural hot springs, skiing, mountain climbing, trail riding . . . glorious cruises along the inland sea passages to Alaska . . . and, above all, unforgettable drives — the highway along Vancouver Island's rocky cliffs; the Fraser Valley, with awesome canyons and fascinating fish-ladders; and the road to romance from Prince Rupert east to Prince George and north to the Alaska Highway . . . historic forts and sites, the largest lead-zinc smelter in the world, a reconstructed Gold Rush town, Indian villages, wonderful fishing and hunting, and the scenic grandeur of the Trans-Canada Highway leading to the province of . . .



Whether you are interested in hand-carved Indian totem poles, 1,000-year-old giant Douglas firs, the luxury of the ivy-covered Empress Hotel in Victoria, or relaxing in one of many lovely parks, British Columbia can satisfy your heart's desire • A modern oceanside inn, minutes from downtown Vancouver.





An indoor and outdoor sports complex at Happy Valley near Calgary • In full tribal regalia, Alberta Indians gather for their annual festival • This street in Banff runs up to Cascade Mountain.

■ Alberta, home of two mountain parks, Jasper and Banff, connected by the breath-taking highway beside the age-old, 2,000-foot-deep Columbia Icefield; and home of three other fine national parks . . . home of two of Canada's fastest growing cities: Edmonton, the provincial capital and gateway to the North, and Calgary, famous for its Stampede — when residents, cowboy-suited and ten-gallontatted, are outnumbered by the visitors . . . home of a university with three campuses, one of them the world-renowned Banff School of Fine Arts . . . home of the pheasant, prairie chicken, ruffed grouse, Hungarian partridge, ducks and geese . . . home of the pike, perch and pickerel, in thousands of lakes; and of trout, grayling and landlocked salmon, in mountain streams . . . home of the foothills, giving way to prairies, which begin in Alberta and continue into and across the province of Saskatchewan.



Alberta



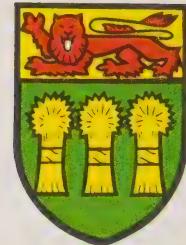
A thrilling view of Jasper is the reward of those who ride 7,350 feet up Whistler's Mountain by cable car • The ornamental fountain outside Edmonton's City Hall • The Trans-Canada Highway in the Rockies.



■ "Bread-basket of the world", where golden vistas of rippling grain are interrupted by beautiful vacation areas such as the Qu'Appelle Valley; or the mysterious, fossil-rich Cypress Hills; or the wilderness northern lakes and woods, made accessible to knowing sportsmen by the 225-mile Hanson Lake Road.

Then there are the cities: Regina, the queenly capital, with man-made Lake Wascana; the Royal Canadian Mounted Police Training Centre, where the horses used in the world-famous Musical Ride are trained; the RCMP Museum; the Museum of Natural History and the Art Gallery... and pretty Saskatoon, with its Western Development Museum and its Pion-Era celebrations each July. Nearby, the massive development of the South Saskatchewan River Dam will create 500 miles of recreational lake shoreline.

Other places with enchanting names — Moose Jaw, Swift Current, Indian Head, Moosomin — are strung like beads along the 406 miles of the Trans-Canada Highway from Alberta to Manitoba...



Saskatchewan



A "Mountie" tells visitors about a cannon at the RCMP Training Centre • The flood-lit provincial capital is reflected in Lake Wascana • Fishermen try their luck at lovely Lac La Ronge Provincial Park, 500 miles north of the United States border. Lac La Ronge is famous for trophy-size trout, pike and pickerel.



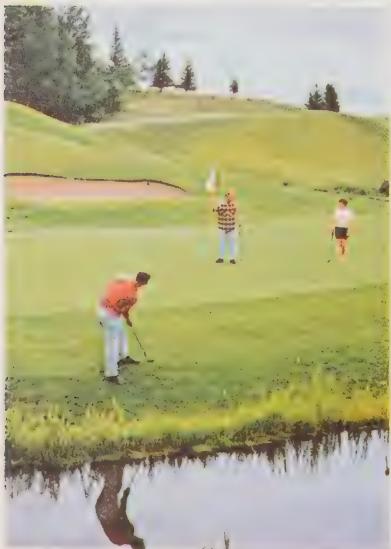


Manitoba

■ Here, where the prairie gives way to lakes and woods, there are wonderful family vacation areas, among them Riding Mountain National Park, 1,148 square miles of playground and wildlife sanctuary.

Fun is to be found, too, in the four-day Trout Festival at Flin Flon, the Icelandic celebrations at Gimli, the Trappers Festival at The Pas, and the Provincial Exhibition at Brandon.

Winnipeg, the capital, a modern, cosmopolitan city that honours the many cultures from which it grew, is widely known for the Royal Winnipeg Ballet, the Winnipeg Symphony Orchestra, the Manitoba Theatre Centre and the open-air Rainbow Stage. The city has smart shops and restaurants; a fine zoo; and Aunt Sally's Farm, a children's park. There are many historic attractions: Western Canada's first steam engine; nearby Lower Fort Garry, until 1832 a fur-trading post and later a fort; the first stone church in the West — St. Andrew's-on-the-Red — with buffalo-hide covered pews; and Ross House, first prairie post office, which will postmark your letter "Red River Settlement, British North America"!



There are many challenging golf courses like this one in Riding Mountain National Park • Fine food is to be found in many Winnipeg restaurants • The magnificent St. Boniface Basilica, in the French-speaking city of St. Boniface, stands on the site of Western Canada's first Roman Catholic mission • A scene at Whiteshell Provincial Park alongside the Trans-Canada Highway.







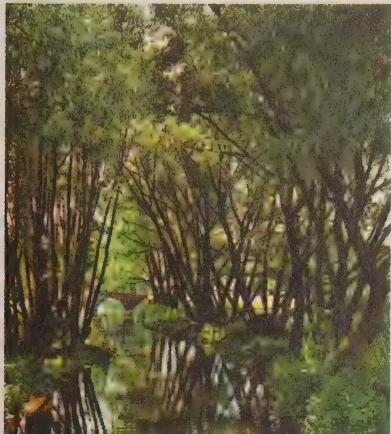
From many towers and vantage-points, visitors can enjoy a thrilling aerial view of Niagara Falls, famous mecca for honeymooners. At night, the Falls are brilliantly lighted.

Ontario



■ This huge province has 83,000 miles of highway to provide visitors with easy access to its rich range of attractions: a quarter-million lakes . . . recreation facilities to suit every purse . . . winter carnivals and summer theatre . . . museums and historic sites . . . 17th Century Indian villages, villages of 100 years ago . . . many mines, mills, factories open to the public . . .

Ottawa, the federal capital, has its Tulip Festival, miles of scenic Drive-way, the ceremony of Changing the Guard splendidly sited in front of the Parliament Buildings. Toronto, Canada's second largest city, is proud of its Canadian National Exhibition and Royal Winter Fair, largest annual shows of their kind. And in hundreds of cities, towns and villages, there's something doing all the time — international car racing at Mosport, international regatta at Port Dalhousie, Highland Games at Maxville, Indian Pageant at Brantford, Shakespearean Festival at Stratford, Flea Market at Aberfoyle . . .



From amusement resorts to quiet lakes and nature unspoiled, Ontario can provide vacationers with exactly what they want • The kitchen of one of the houses at Upper Canada Village, near Morrisburg. This village, complete with homes, farms, a church, inns, general store and mills, is composed of original buildings of a century-and-more ago, transported to the site. • The skyline of Toronto, provincial capital and expanding metropolis, beautifully situated on Lake Ontario.





Downtown Montreal, where are found both the tallest (extreme left) and the biggest (upper middle) bank buildings in the British Commonwealth.

Québec



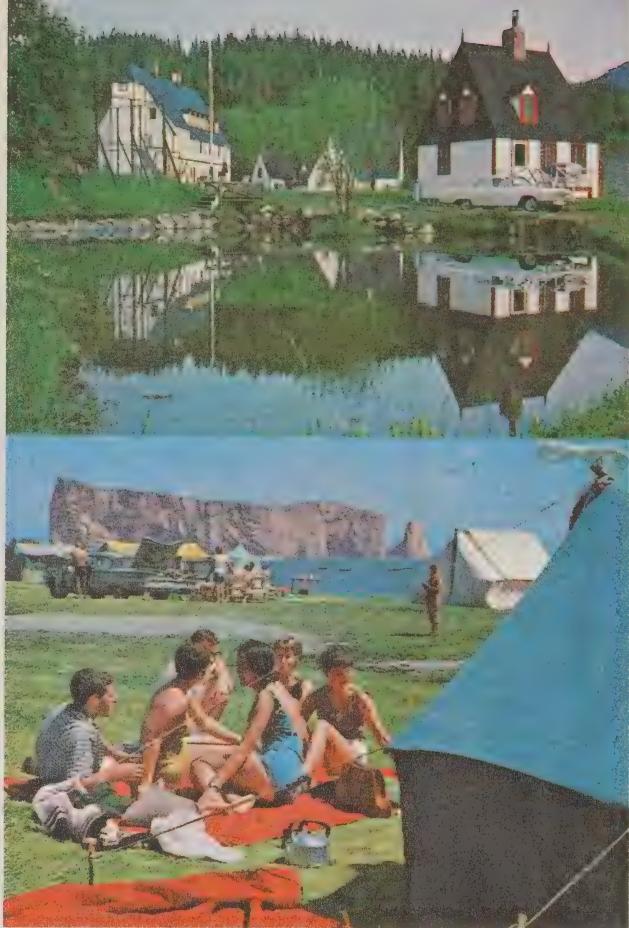
■ "La Belle Province" — where French is the mother tongue of eight out of ten — excitingly blends Old France and the New World.

Compare Montreal, Canada's largest city, with its skyscrapers and sophisticated entertainment, with Québec, founded in 1608, the oldest walled city in North America, where horse-drawn *calèches* carry tourists through narrow streets to the historic Citadel.

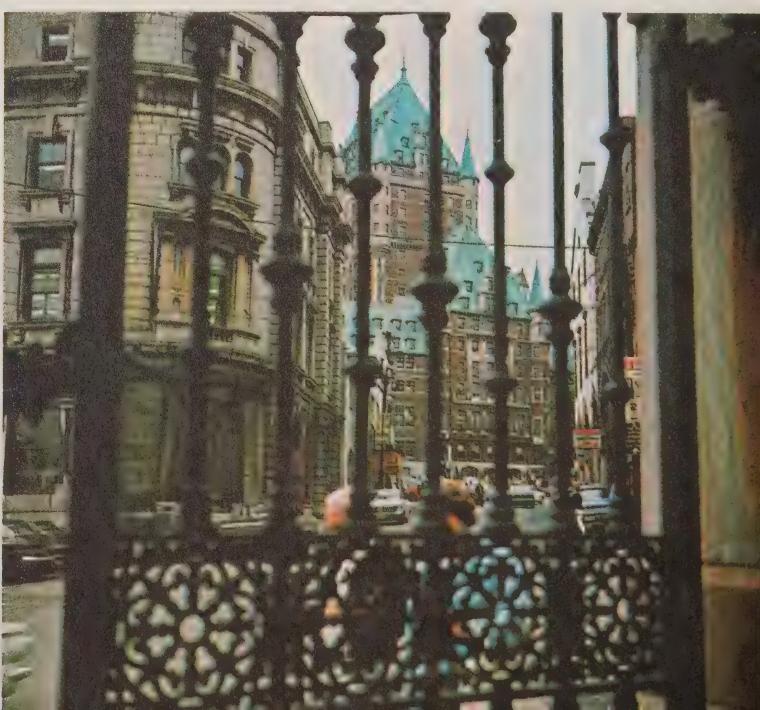
Compare the ancient Laurentian Mountains, which shelter famed sports facilities and charming resorts, with the forbidding rocks through which the Saguenay River cleaves its way, or the pleasant forested hills and peaceful farms of the Eastern Townships.

Compare the boutiques and elegant restaurants of the cities with quaint country shops selling local handicrafts; or the space-age buildings of the world exhibition — EXPO '67 — with the wayside shrines, windmills and outdoor ovens; or the fishing villages with the industrial complexes.

But one thing remains unchanged: the Gallic charm of a people who cherish their ancient traditions.



An ever-popular tour is round the Gaspé Peninsula, through the Gaspésian Provincial Park, with its trout and salmon fishing and government camps and lodges, and past Percé (pierced) Rock • One of the Royal 22nd Regiment, which guards the Citadel in Québec, with the regimental mascot • Tourists love old Québec and its glamorous hotel, the Chateau Frontenac, from which a three-mile boardwalk winds along the cliff to the historic Plains of Abraham.





A lobster trap, a familiar sight in New Brunswick, and a village on the Cocagne River • The amazing Hopewell Rocks, carved from sandstone cliffs by tidal action, are a photographer's delight



New Brunswick



Violets, the provincial flower



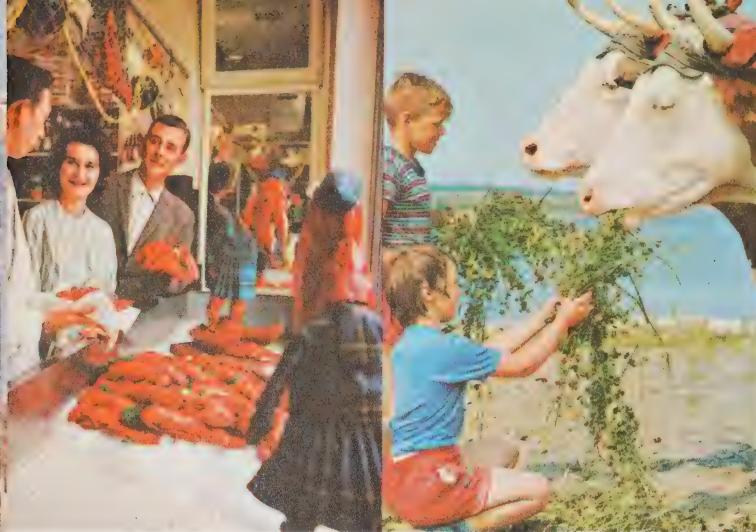
■ What will you remember about the "Picture Province"?

Perhaps the beauty of Fundy National Park — with its eight miles of seashore alternating towering cliffs with secluded, sandy beaches; its magnificent salt-water swimming pool; its challenging golf courses; its French chalet-type cottages, modern motels and serviced campgrounds . . . or it could be the grandeur of the Hopewell Rocks; the eeriness of Magnetic Hill near Moncton, where cars appear to coast uphill; or such marvels of nature as the Reversing Falls at Saint John or the Tidal Bore on the Petitcodiac River . . . maybe it's the New Brunswick treasures you brought home with you — tweeds, pottery, silver, leather goods, wood carvings . . . or the province's culinary specialties — salmon, lobster, the delicious shad, or fiddleheads?

You won't forget the thrill of fishing, or the excitement of sailing along 600 miles of seacoast, with the help of marinas, launching ramps and cruise guides . . . and, everywhere, friendly hospitality.

The striking spiral staircase in the Legislative Building at Fredericton, the provincial capital • The fish are biting at Lepreau Falls, 22 miles west of Saint John.





Nova Scotia

Live lobsters lure visitors to a Halifax fish market • One of the now rare teams of oxen used for farm work • Highland dancing is very popular • The Alexander Graham Bell Museum at Baddeck, where the first flight by a British citizen in the British Commonwealth was made in 1909 • The beautiful Cabot Trail.



■ "Ciad Mile Failte" is the Nova Scotia Gaelic greeting — A Hundred Thousand Welcomes!

From the moment when a kilted highlander pipes you over the border from New Brunswick, you will find the Scottish tradition strong in this peninsula province, which has its own tartan, its own coat-of-arms and its own flag — granted by Royal Charter 340 years ago. The tradition lives on in the Gathering of the Clans at Pugwash, the Highland Games at Antigonish and the Gaelic Mod at St. Ann's.

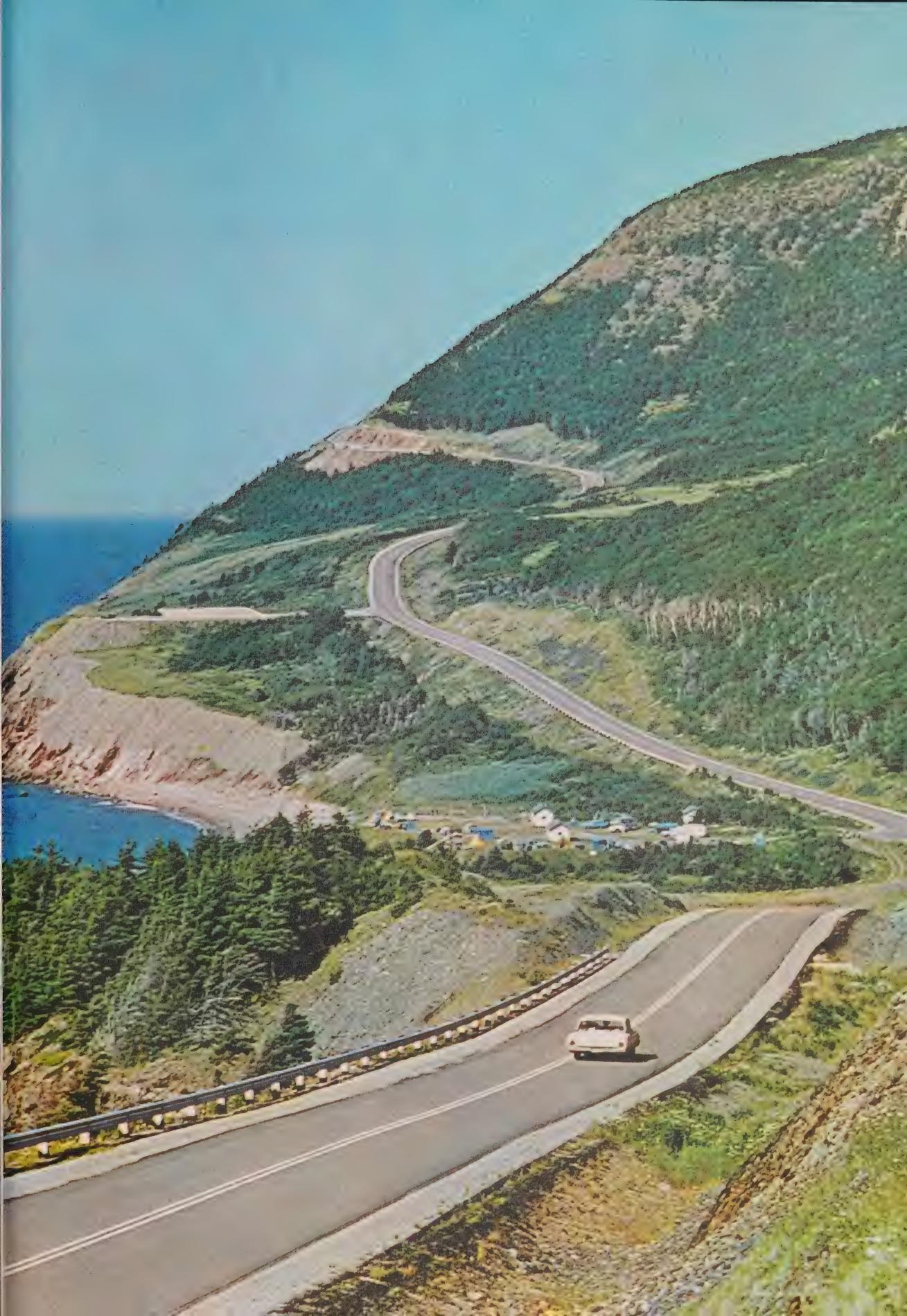
You are never more than 35 miles from the sea in "Canada's Ocean Playground", with its picturesque fishing villages, vividly green valleys and apple orchards.

To the north lies the Cape Breton Highlands National Park, an impressive 367-square-mile tableland towering above the sea, and encircled by the famous Cabot Trail.

The Citadel at Halifax, Fortress Louisbourg near Sydney, Port Royal and Annapolis Royal on the Annapolis Basin, are lasting reminders that Nova Scotia, first European settlement in North America north of Florida, bulks large in continental history.

And did Captain Kidd bury his treasure in the sands of Oak Island? Certainly, on one hundred sandy beaches vacation gold is easily found in "New Scotland".







Prince Edward Island



■ You won't find hustle and bustle in Canada's "Garden Province," where the leisured pace of its gracious mode

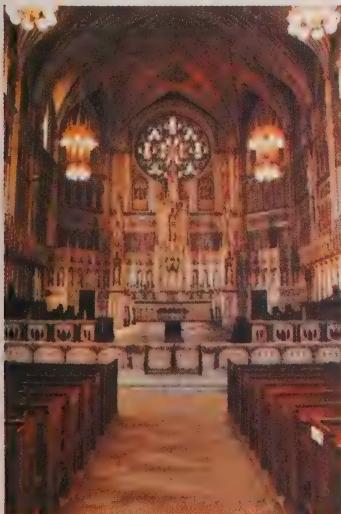
of life never varies. Islanders always have time for a smile and a chat. With 18,000 people, the capital, Charlottetown, is the Island's biggest city. Here, in 1864, was held the conference that laid the groundwork for the union, three years later, of four British North American colonies in one federal nation, Canada. Visit Confederation Chamber, where

the historic conference was held.

You can camp, swim, play golf or dig your own clams at Prince Edward Island National Park, with 25 miles of magnificent, warm-water beaches. In the park is the Green Gables farmhouse, immortalized in the books of Lucy Maud Montgomery.

In July and August the Charlottetown Festival is held in the impressive new Confederation Centre; there are miniature historical buildings near Kensington; a re-created 16th century Indian village at Rocky Point; and a Wildlife Park at North Rustico. The Island is also famed for its harness racing... and oh! that Lobster Festival at Summerside!

Clams that you have dug yourself taste much better than bought ones, and a clambake on the beach is a never-to-be-forgotten experience. Shore dinners featuring Malpeque oysters and Atlantic lobsters provide mouth-watering memories, too. • Flowers grow easily in the rich red soil of P.E.I., "Garden of the Gulf" • The beautiful interior of St. Dunstan's Basilica in Charlottetown.

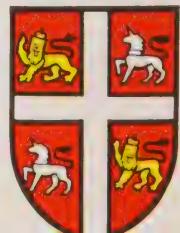


The village of Hunter River in P.E.I., the "Million Acre Farm".



The village of Trinity (on Bonavista Bay) — not to be confused with the village of Trinity (on Trinity Bay).

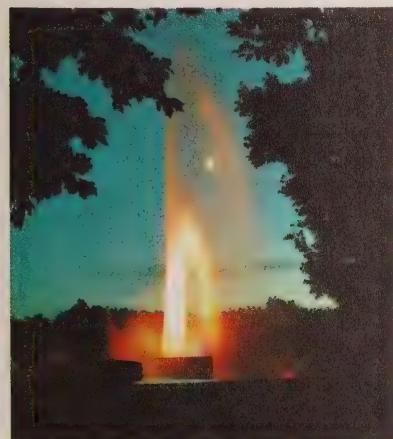
Newfoundland



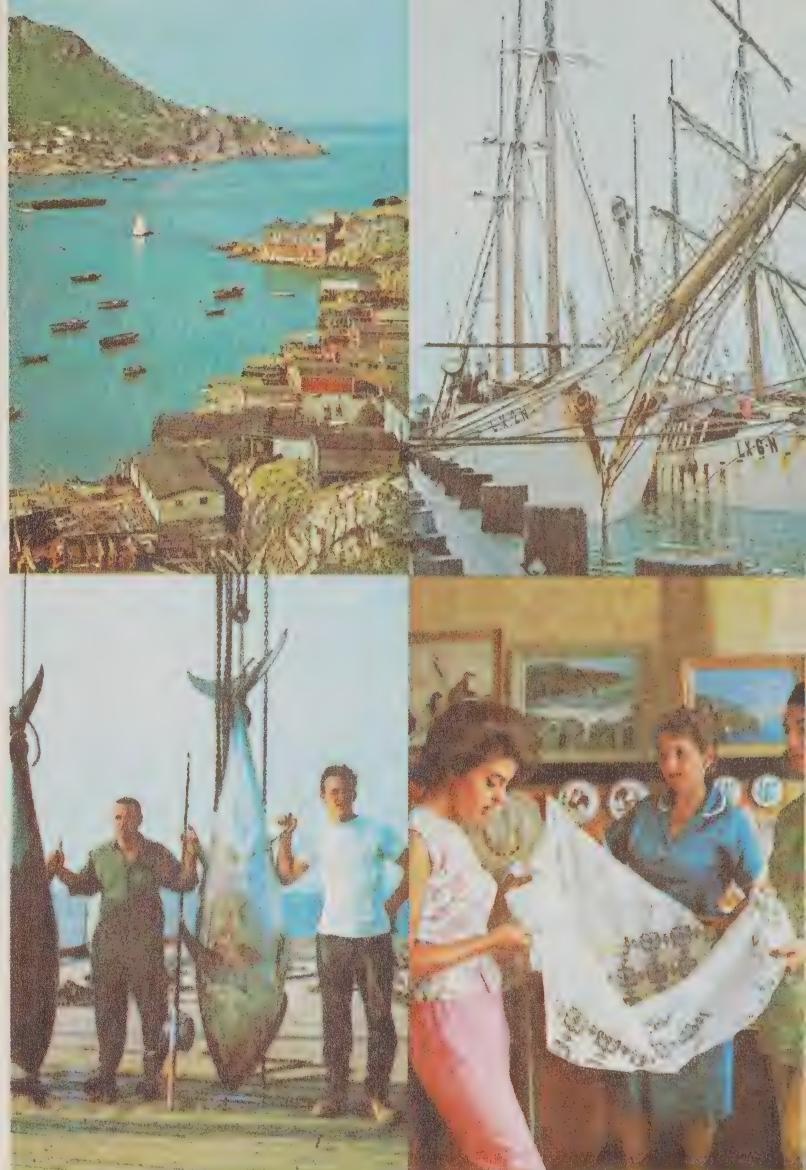
■ Discovered by the Vikings 1,000 years ago and, since 1583, Britain's oldest colony, Newfoundland became Canada's youngest province in 1949. The history of the struggles for survival of many nations is written in such colourful place-names as Isle-aux-Morts, Bonavista, Heart's Content, Argentia, Placentia, Port-aux-Basques, Spaniard's Bay, Baie Verte.

Its rugged 6,000-mile seacoast is dotted with fishing villages or "outports", for fishing is the principal industry of this island, close to the famous Grand Banks, which Portuguese and other commercial fishermen have visited for centuries. For the tourist, too, fishing is ideal, whether it be deep-sea fishing for giant bluefin tuna, cod-jigging off the coastal towns, or inland angling for Atlantic salmon and trout. Woodland caribou, black bear, moose and game birds provide exciting hunting from comfortable camps in the vast forests.

St. John's, the capital, has a deceptive Old English flavour, and its people are delightful individualists. Here on Signal Hill, in 1901, Marconi received the first transatlantic wireless message. From here today's traveller can embark on drives or cruises around an island that is excitingly different.



The illuminated fountain on Lake Quidi Vidi in St. John's • St. John's, the oldest city in North America, is easily reached by air, or by ferry from Sydney, Nova Scotia, and overland by car or train.



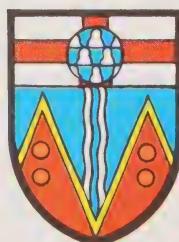
The harbour of St. John's is protected by rocky bluffs. Here fishing vessels congregate from many countries; shown are two from Portugal. Here, too, exultant fishermen display their catch of tuna, while others shop for native handicrafts.





The Yukon

From the comfortable deck of a pleasure cruiser, visitors can explore the Yukon River, with maybe the bonus of a surprised mountain goat caught swimming, or the brilliance of a meadow full of fireweed.



■ "Land of the Midnight Sun", where everything is big — huge mountains, swift rivers, extravagant sunsets, vast panoramas. The Yukon is quickly reached by plane, car or bus, or on the narrow-gauge railway along the historic Gold Rush Trail of '98 from Skagway to Whitehorse.

From the up-to-date city of Whitehorse, the capital, situated on the fabulous Alaska Highway, you can drive to Dawson, the City of Gold, historic frontier mining town. Here, you can visit famous Gold Rush bars, the Palace Grand Hotel, or the office of the long-defunct Dawson News, where pages of type are still locked in the press. On Bonanza Creek, you, too, can pan for gold.

From Dawson you can drive the spectacular "Top of the World" scenic highway through Alaska back to Whitehorse.

The Northwest Territories



The 109-foot Alexandra Falls

• *A vista from the Mackenzie Route — a gravel-surfaced, all-weather road extending 16 miles beyond Yellowknife, which traverses beautiful wilderness country.*



■ With only 23,000 citizens — including 8,000 Eskimos and 5,000 Indians — the Northwest Territories (Mackenzie, Franklin and Keewatin) comprise one of the world's great wilderness areas. From Yellowknife, a gold mining town with 3,500 people, the grandly scenic Mackenzie Route runs 626 miles south to Grimshaw, Alberta.

In this vast land of long summer days there are fascinating tourist attractions unmatched anywhere. The Territories' 100,000 lakes and streams, with huge fighting lake trout, spectacular Arctic grayling and the gourmet's choice, the Arctic char, offer unusual sport fishing.

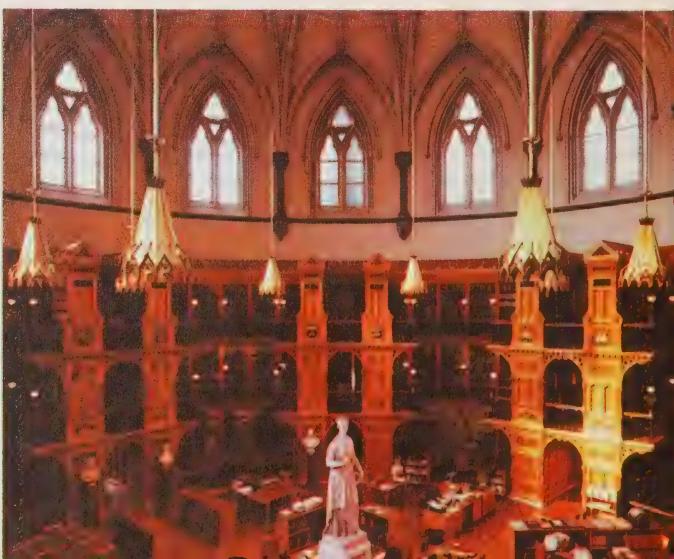
Adventurous hunters find unique experiences — hunting seal by dogteam, and white whale with harpoon and rifle from Eskimo-manned boats. Good fishing and hunting camps are easily reached by scheduled flights or charter plane.

The majestic Mackenzie River can be navigated along its entire 1,200-mile length from Hay River on Great Slave Lake, past Norman Wells, the most northerly oil refinery, to Canada's most remarkable new town — Inuvik — built on permafrost, not far from the Arctic Ocean.





Visitors and parliamentary correspondents follow the procedure of Canada's House of Commons from the galleries.



Canada is a sovereign nation

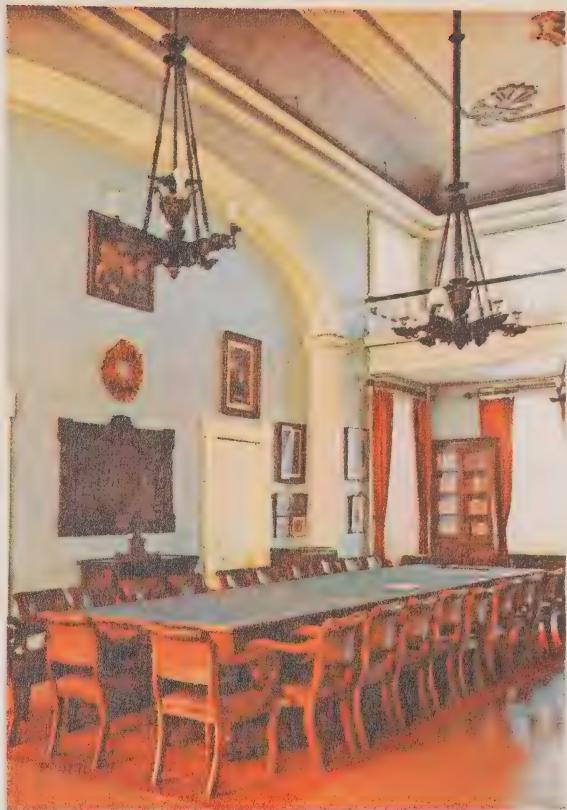
■ . . . a nation that makes treaties, appoints foreign representatives, levies taxes, makes laws, maintains defence forces, and is an independent member of international bodies.

As Queen of Canada, Queen Elizabeth II, symbol of free association among the members of the British Commonwealth of Nations, is head of the Canadian State. The Queen is represented in Canada by a Governor General, and in each province by a Lieutenant-Governor.

Parliament consists of the Queen, the House of Commons and the Senate. Members of the House of Commons are elected, by democratic process, on a party basis. The Prime Minister of Canada is the party leader that has the support of most members. He and his cabinet, chosen by him, sit in the House or Senate and hold office for a period of up to five years or as long as they retain the confidence of a majority of the House. Senators are not elected but are appointed for life or until their retirement.

Each of the ten provinces has its own government and its own fields of exclusive jurisdiction. The two northern territories are governed by territorial councils. Each community has its own government, as do rural areas, too.

Visitors are welcomed at federal and provincial legislatures.



The Cradle of Confederation — the Confederation Chamber in Prince Edward Island's Provincial Building in Charlottetown.

- The imposing entrance to the Senate Chamber in the Parliament Buildings in Ottawa
- The interior of the century-old circular Library of Parliament
- British Columbia's Provincial Buildings in Victoria
- The mace, symbol of royal authority, resting on the table in the House of Commons.



Canada is a tantalizing world of places to see...
the salty humour of the Atlantic Provinces...the
breeziness of the Prairies...the sparkle of British

On the Pacific Ocean, five miles of sandy beaches are within minutes of the heart of Vancouver.



things to do, people to meet...Come savour
gaiety of Québec...the variety of Ontario...the
Columbia...the thrill of the Rockies and North!

*These pages open new vistas of the vacation adventures
that Canada has in store for you...and for your family...*





Outdoor dining is a delight at this British Columbia resort • The colours of autumn frame a resort hotel in Quebec's Laurentians, a favourite all-year area • Treasures of a Lake of the Woods lodge in Ontario.



Your home away from home

■ Canada's welcome mat is 5,000 miles wide, and whatever your choice of accommodation, you'll find the mat spread out for you.

Hotels range from imposing chateau-like structures and ultra-modern skyscrapers to small, intimate hostelry. Except in the smaller hotels, each room generally has its own bathroom. Resort hotels specialize in attractive lounges and game rooms and excellent cuisine, and usually have swimming pools, sunrooms and patios looking out on carefully tended gardens. Their rates normally include meals, and weekly or monthly rates can be obtained.

In Québec and Ontario especially, where it can be quite hot in summer, many hotels and motels are air-conditioned.

In some cities, large apartment buildings keep a few apartments for



short-term occupancy, at attractive rates. These have modern kitchens and bathrooms, and maid service is generally available.

Motels and motor courts, many of the newer ones with swimming-pools, some with sauna baths, dot the highways and, in the bigger cities, have even moved into the heart of town. Television sets are often provided, and some have kitchenette facilities, coin-operated laundries and cigarette and soft-drink vending machines. The rural motels usually serve breakfast, while the urban ones provide all meals and usually have a public lounge.

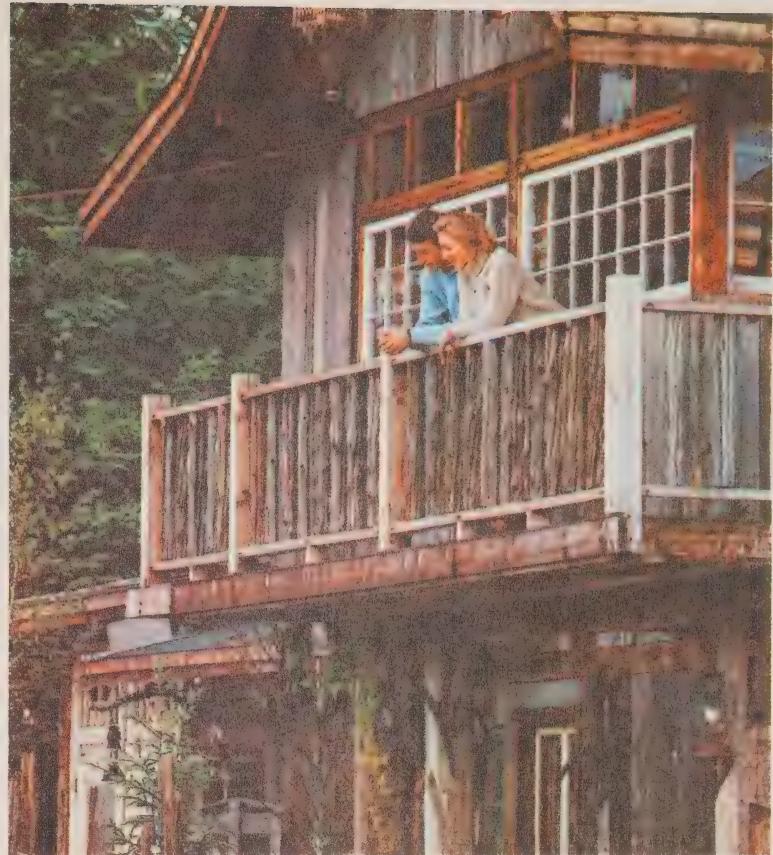
Every city and town has a roster of private homes in which rooms are rented to tourists; they can be reached through the local tourist bureau.

If you want to go to sleep to the whispering of the wind or the ripple of the water, and wake to the morning music of the birds, you have a wide choice of accommodation.

You can rent fully-equipped cottages or cabins by the week or month or — if you want to sleep under canvas or under the stars — campgrounds and trailer parks can be found within an hour's drive of almost anywhere, offering a variety of amenities that may include kitchen shelters, toilets and showers, stoves and barbecue pits, community buildings and electricity for trailers. A detailed booklet "Accommodation in Canada's National Parks", is available from the Canadian Government Travel Bureau. For those travelling by car, laundromats and automatic dry-cleaning self-service stores are found in many cities.

Canadian travellers demand high standards of cleanliness and comfort, and the provincial governments have strict regulations governing hygiene and housekeeping that must be met before a licence to operate is issued.

If you remember to make reservations (when they are required) you should rest well in Canada — and have a pleasant home-away-from-home in which to relax, retell the day's experiences and then get out folders to plan the next day's vacation fun.



To be comfortably lodged in a quiet setting and look out, relaxed, on a lovely countryside — for this, come to Canada.

This Val David chalet is only 50 miles north of the big, sparkling metropolis of Montreal, second French-speaking city

to Paris • Near the historic city of Quebec is found this modern, well-appointed inn, one of a well-known North America chain.





Each part of Canada, each hour of the day, has its special magic for those who go exploring. This is a view of Howe Sound from Upper Level highway near Vancouver.

You can freshen up in the clear, cool waters of thousands of lakes and streams. This water welcomes the sunrise in Saskatchewan's Lac La Ronge Provincial Park • British Columbia waters are the happy home of many thousands of pleasure craft • When you come to the end of a perfect day . . . Trail riders descending Wonder Pass in the Rocky Mountains.

■ This is a land of wide open spaces. But then Canada is the world's second largest country — only Russia is bigger. In its nearly four million square miles, there is plenty of breathing space for those who want to savour once again—or perhaps for the first time — the deep peace and relaxation of nature silent and serene.

Alone or in organized groups, you can revel in the glory of the mountains and forests, the flowers and wildlife of woodland and plain, the limpid pools and mighty rivers. In quietness, unobserved, you can watch the mating dances of the birds in spring, hear the voices of their young in summer and marvel at their migration rehearsals in the early fall. With your camera, you can capture forever enchanting vistas of tumbling water, rolling valley, cool green woods or snow-tipped crags. For open country is within a half hours' drive of any city in Canada.

Along the continent-wide length of the world's longest paved road, the Trans-Canada Highway, a unique chain of roadside parks is in the making: Day Parks, located every 50 miles or so, to act as picnic and rest stops, and Overnight Parks of 50 acres or more in area, located 100 to 150 miles apart, for camping vacationers. And throughout its length, roads branch off — to cities and towns, to mines and industries, to lakes and parks — anywhere you want to go in this seemingly limitless land.

In eastern Canada, for some 2,300 miles from the Atlantic Ocean to the heart of the continent on the western shore of Lake Superior, runs the St. Lawrence Seaway, the longest lake and river highway for ocean-going vessels ever constructed. The roads skirting the Seaway run through Québec, Montreal and Toronto, the St. Lawrence Lowlands — the most heavily industrialized area in Canada, and north and west through the oldest rocks in the world, the Laurentian Shield, rich with minerals, and into areas that seem never to have known man's hand. The locks and canals of the waterway and the giant power dams can be viewed from many



The majestic Selkirk Mountains and sombre green valleys stand sentinel over the Rogers Pass section of the Trans-Canada Highway • "Where the Buffalo roam" — at Waterton Lake National Park in Alberta. • It's fun to climb a mountain at Banff National Park • Hanson Lake Road in northern Saskatchewan takes sportsmen into lakes where the fishing is fabulous.

superb vantage-points; in the area from Cornwall to Prescott are seen towns and historic sites that were transported bodily before their old locations were flooded.

Circle tours in every province, maps — highway, topographical, aeronautical and nautical — weather information and even details as to pollen counts in various areas (for most of Canada is a haven for hay fever sufferers) are described in booklets available from the Canadian Government Travel Bureau or from provincial and local bureaus.

We're only 20,000,000 people in this giant vacationland. Canadians welcome visitors, for there's still lots of room for everyone to enjoy tranquillity and solitude, to escape the noise and rush of modern living, to let you go home feeling twice as tall!



Beautiful!...Spectacular!...Delightful!...
Canada's National Parks are world-renowned

■ From coast to coast, tracts of special interest or scenic splendour have been selected and developed as National Parks. To maintain wilderness areas unspoiled forever, while encouraging amenities and services for vacationers, these Parks have become wonderfully attractive and popular playgrounds.

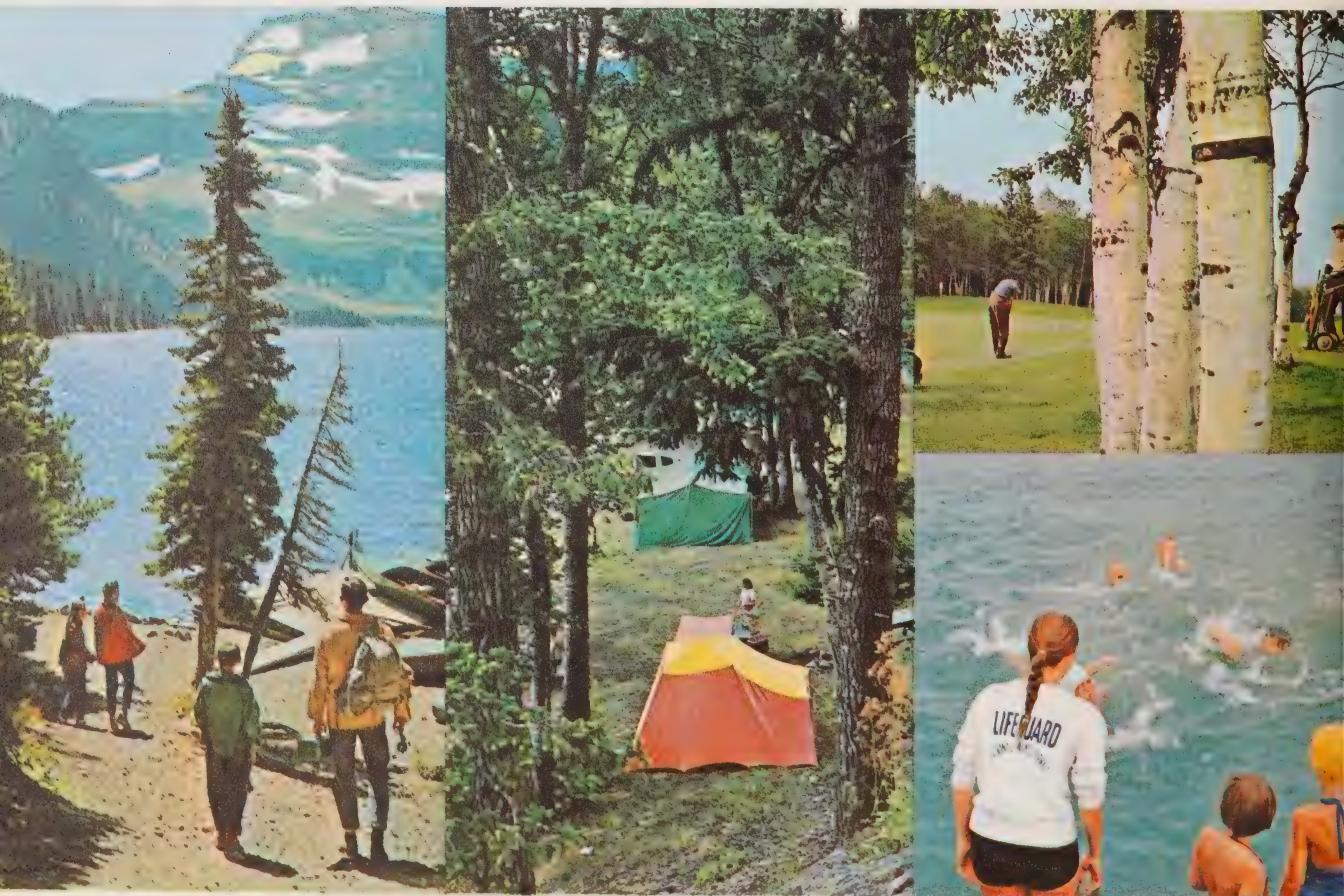
The mountain parks in Alberta and British Columbia have winter sports facilities comparable with any in the world, and here visitors come to ski, curl, skate, toboggan and mountaineer, as well as to watch international ski-meets and winter carnivals.

Most of the parks are blessed with

lakes, streams or salt water, so fishermen may enjoy fresh-water or deep-sea angling. Swimmers have their choice of hot mineral springs in the mountain parks, clear fresh-water lakes in the central parks and exhilarating salt water in the Atlantic parks. Dressing-rooms are provided, as well as life-guards, at the main beaches.

Boating, canoeing and sailing are major attractions and boats are usually available for rent.

Organized trail riding on sure-footed saddle ponies and trail hikes are features of many of the parks. There are also golf courses, bowling greens, tennis courts, children's playgrounds, outdoor roller-skating rinks, horseshoe pitches and many more facilities for turning a holiday into a never-to-be-forgotten bonanza of captivating experiences.

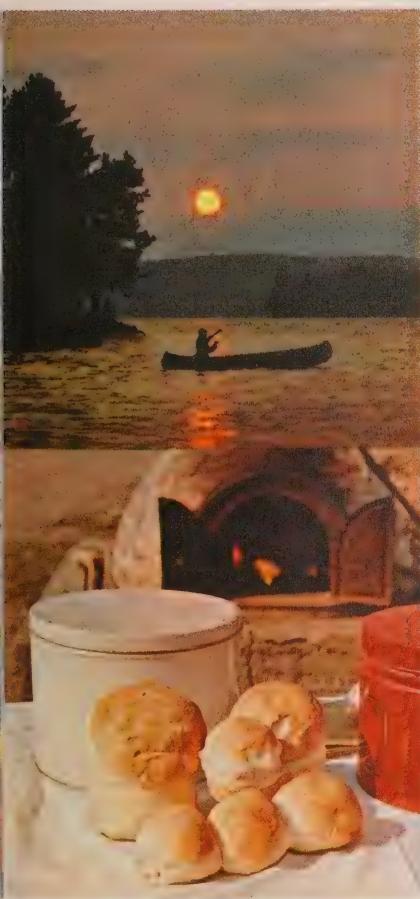


There are excellent hotels, motels and cabins, serviced campgrounds and trailer areas. Descriptions of park facilities are available from the Canadian Government Travel Bureau.

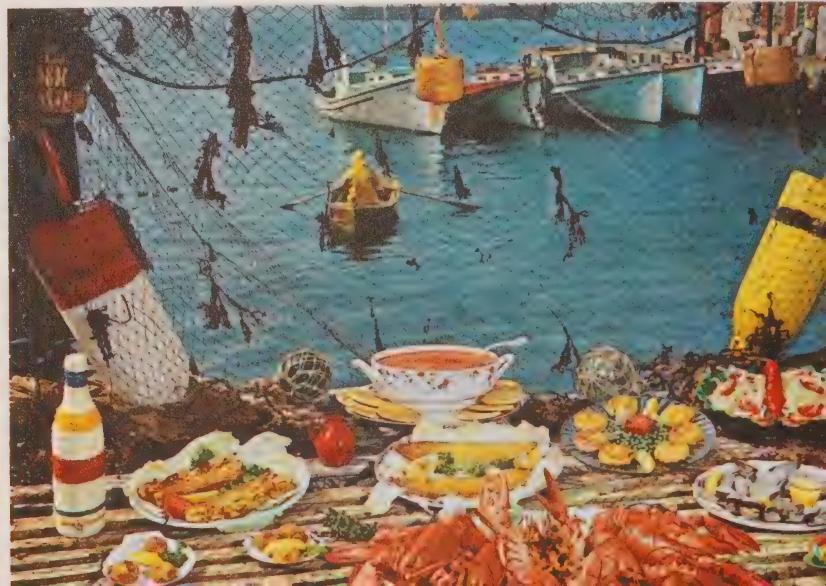
In addition to the scenic playground parks, there are 23 National Historic Parks, ranging in size from one-fifth of an acre at St. Lin, Québec, the birthplace of Sir Wilfrid Laurier, one of Canada's great Prime Ministers, to 20 square miles at Fortress Louisbourg in Nova Scotia.

At most of the parks detailed information can be obtained on local activities — concerts, dancing, painting, handicrafts, sing-songs, etc.

There is something to see and something to do every minute in Canada's National Parks. No wonder they attract ten million people every year.



Every National Park has its own distinctive charm. Lobster shore dinners are exclusive to the Atlantic Parks and mountains to parks in British Columbia and Alberta. But at nearly every one there is fun in the water and on the golf links. And when the sun has set and the birds have fallen silent and there is only the whisper of the breeze or the gentle lapping of water, you feel a million miles from anywhere, at peace with the great outdoors.





There's excitement in running before the wind; there's thrill in water-skiing; there's luxury where the yachts and motor boats tie up; and there's utter peace in watching the mist rise off the lake in the silence of the early morning. Rare is the man, woman or child who can resist the fascination of water! And rare is the country that is as abundantly blessed with it as Canada.

■ Water is a wonderful recreational resource — and Canada has thousands of miles of salt sea coast and one-third of all the fresh water in the world!

Water holds an irresistible attraction for everyone, and particularly for vacationers. Its surfaces, ever-changing, from tranquil rest — reflecting clouds or trees or faces of peering children — to glowering foreboding as a storm approaches, mirroring the brilliance of a sunset or the subtlety of a sunrise, compose the many faces of our lakes and rivers and guardian oceans.

By canoe or boat, you can follow the routes of the explorers and fur-traders through lake and river systems that reach far into the west and northwest. Information about routes, outfitters and portages can be obtained from provincial tourist bureaus.

For those who want to stay in one place there's swimming, boating, water-skiing, fishing and an endless choice of subjects for the photographer. There are hundreds of vacation resorts situated on water and, in addition to sandy beaches and diving-boards and wading-pools, they also offer tennis and golf, trail-riding and hiking, outdoor barbecues and wiener or corn roasts.

Every sizable city in Canada is situated on water, but there are still many thousands of lakes and rivers waiting to be discovered.



In the ocean provinces, there's saltwater, rising and ebbing against stark rock or over sunswept sand; by the Atlantic, lobster traps, neatly stacked, are often seen and give promise of gourmet fare to come • In Acadian seaside villages, the blessing of the fishing boats is an impressive annual ceremony as it is here, at Meteghan, Nova Scotia, for the scallop fleet.





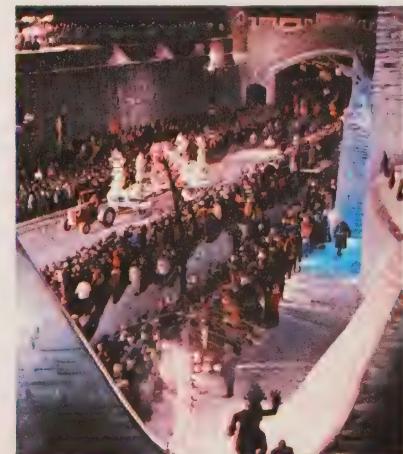
The Canadian scene is lively and multi-coloured

■ . . . with a delightful variety of festivals, fairs and events, to remind visitors that Canada combines rich cultural traditions from many lands.

It may be the military pomp and precision of Changing the Guard in summertime at Ottawa and Québec, or the Retreat Ceremony at some historic site, or the ceremonial openings of parliaments; the crackling excitement of the Chinese New Year celebrations in Vancouver; the ancient significance of the Blood Indians Sundance at Cardston; the haunting bagpipe accompaniment wherever Highland Games are held, or the traditional melodies of the balalaika at Ukrainian dances.

There are, too, many celebrations commemorating events in Canada's own history: Discovery Day in St. John's, Newfoundland; Klondike Days in Edmonton, Alberta; the Sourdough Rendezvous in Whitehorse, Yukon; and trappers', loggers', fishermen's and stockmen's events, testing special skills in dozens of colourful contests.

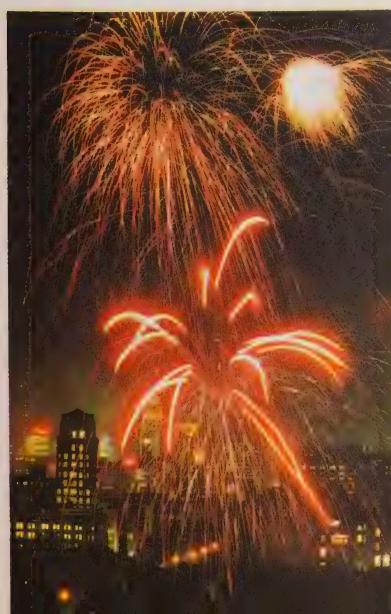
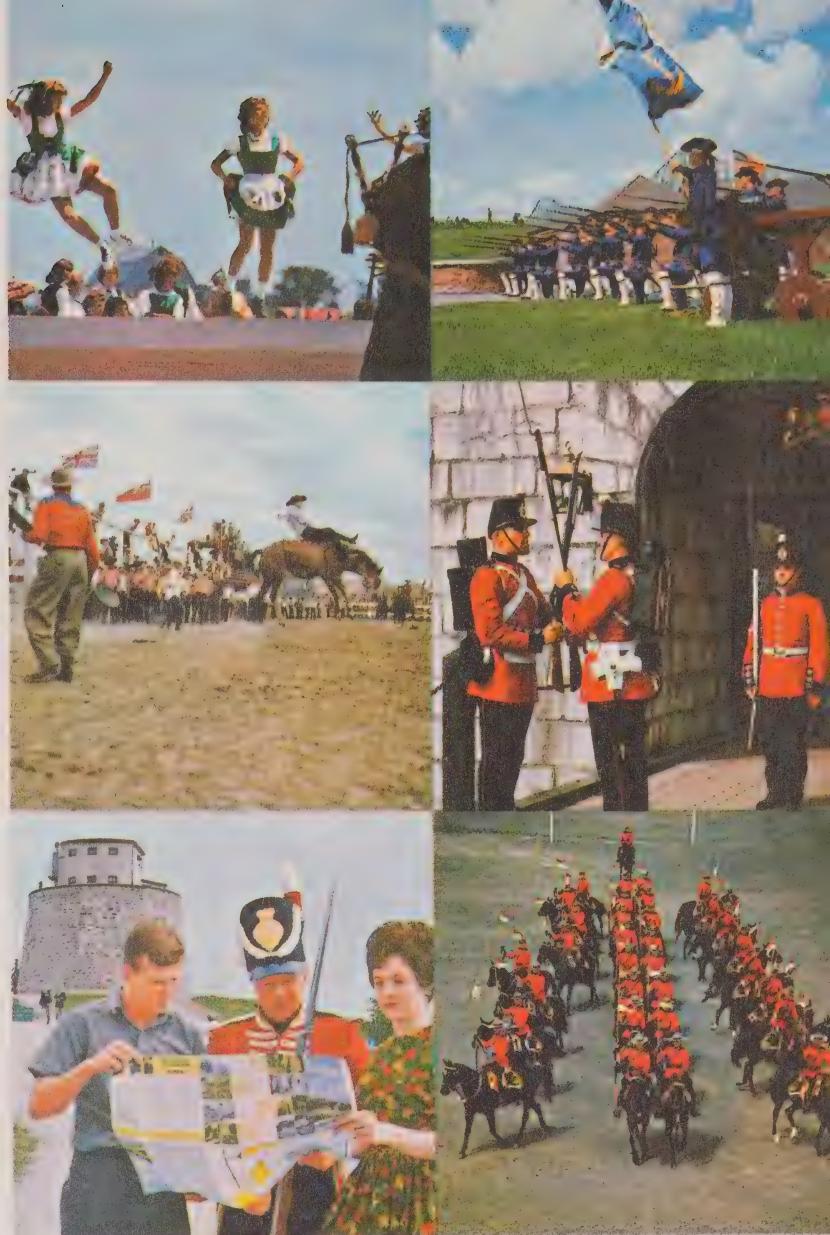
It takes a sizeable booklet, "Events in Canada", available from the Canadian Government Travel Bureau, to list what's going on each year in Canada.



The skirl of bagpipes and the ruffle of drums add zest to the Highland Games at Antigonish, Nova Scotia.

• *Historic totem poles, hand-carved by Indians of long ago, at Alert Bay, B.C. • The Québec Winter Carnival parade passing through one of the two remaining gates in the stone walls surrounding the ancient city of Québec.*

• *Folk dances are kept alive by competition at many events • Les Compagnies Franches de la Marine, first established in 1622, perform musket drill on St. Helen's Island, Montreal • Broncho-busting at the Calgary Stampede • Changing the Guard at historic Fort Henry near Kingston, Ontario • A Martello tower at a National Historic Site at Lancaster, New Brunswick • The famous RCMP Musical Ride • The arrival by landau of Ontario's Lieutenant-Governor to watch the Queen's Plate, the oldest continuously-run horse race in North America. • Fireworks at the Canadian National Exhibition in Toronto.*



■ You can shop for necessities or for luxuries . . . at huge department stores or roadside stands . . . intimate boutiques or sprawling shopping centres . . . artists' studios or outdoor exhibitions . . . coffee shops or exotic cafés . . .

Furs, woollens, china, Eskimo sculpture and prints (identified by the "Sign of the Igloo" trademark), French-Canadian woodcarvings and hooked rugs, West Coast Indian sweaters, handmade jewelry and ceramics in the Atlantic Provinces — these are all eagerly sought by visitors because of their quality and artistry.

Dining out can be a new enchantment every day, for most Canadian cities have restaurants specializing in the foods of many different countries — and in the tasty, traditional ways of preparing them. Food-handling regulations require high standards of cleanliness and quality, whether it be at a restaurant of lavish elegance or a drive-in.

Each community has its distinctive character . . . and to explore, to window-shop or just to get to feel at home — all are part of the wonderful memories that remain long after a Canadian vacation.

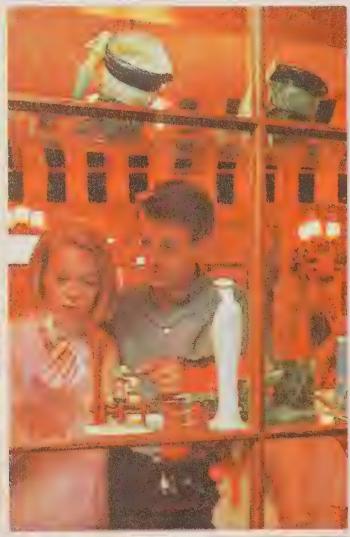
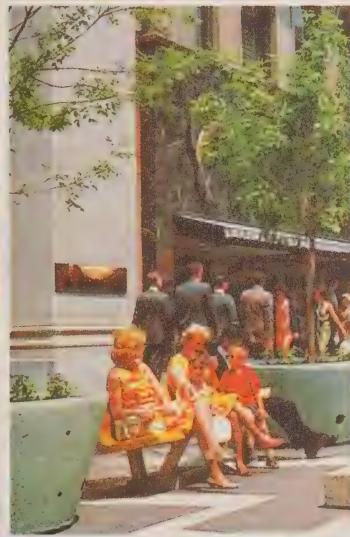
See, shop, savour Canada's Cities

Top row: Halifax, Vancouver,
Québec, Toronto, Montreal.

Centre row: Wiarton, Ontario;
Montreal; the Mall, Ottawa; Laurentians; Toronto.

Bottom row: Winnipeg; Laurentians;
Toronto; Laurentians; Fredericton, N.B.







The National Ballet of Canada in a performance of "Swan Lake"; two other professional ballet companies are the Royal Winnipeg Ballet and Les Grands Ballets Canadiens in Montreal • The Montreal Symphony Orchestra performing in Montreal's Place des Arts. There are seven other symphony orchestras in Canada and three opera companies.

Canada has many distinguished artists in the realms of music, theatre, ballet and the visual arts.

■ During the summer, festivals of the arts are held in Stratford, Vancouver, Ottawa, Montreal, Charlottetown and other centres. Their range of presentations is all-embracing — from Shakespeare and jazz to films and handicrafts. Outdoor theatres offer plays and concerts, folk-singing and opera.

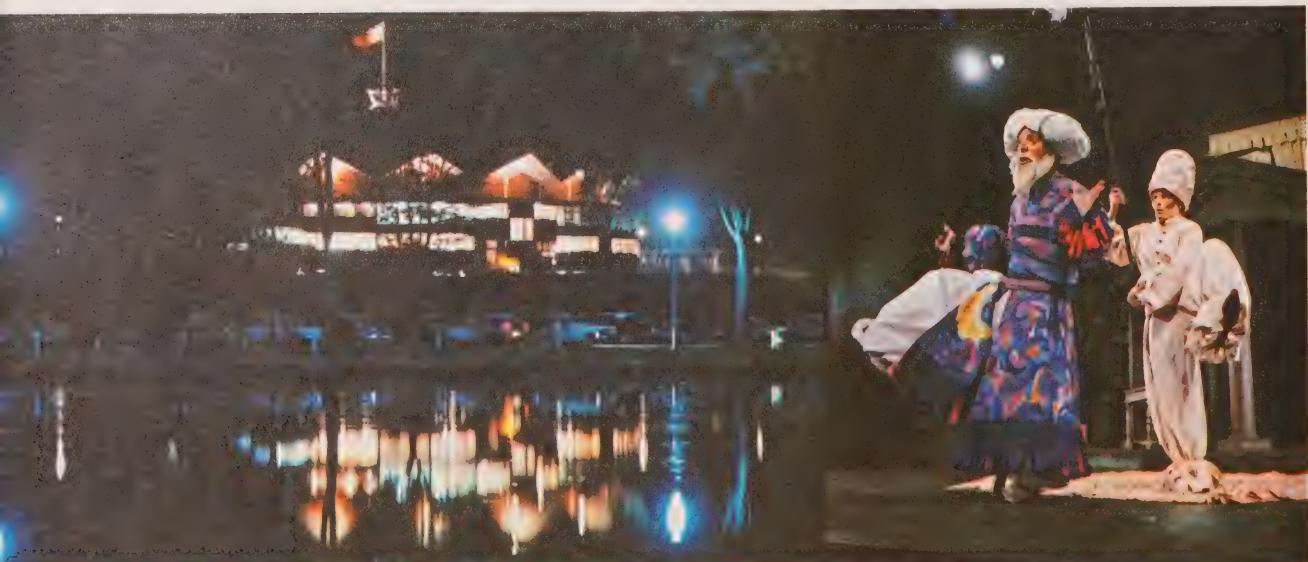
All year round it is possible to see professional theatre, ballet, opera and symphony orchestras as well as soloists in all the larger centres, with Montreal

providing top professional French-language productions.

Fine art is of absorbing interest to Canadians, and exhibitions of professionals and of amateurs and schools of fine arts are on the increase. Many visitors find stimulating and provocative paintings and sculptures in art galleries and shops.

Canadian documentary films and radio and television programs have won many international awards.

Connoisseurs of the arts find Canada a happy hunting ground.

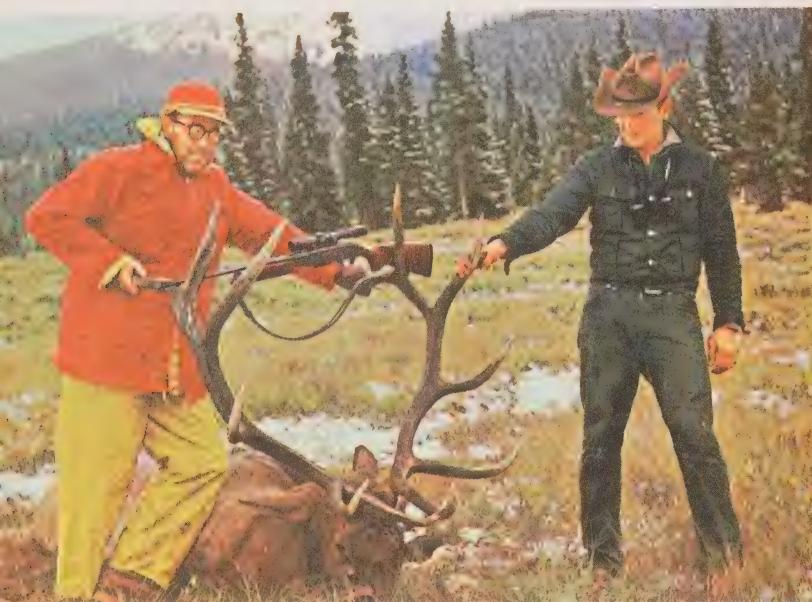
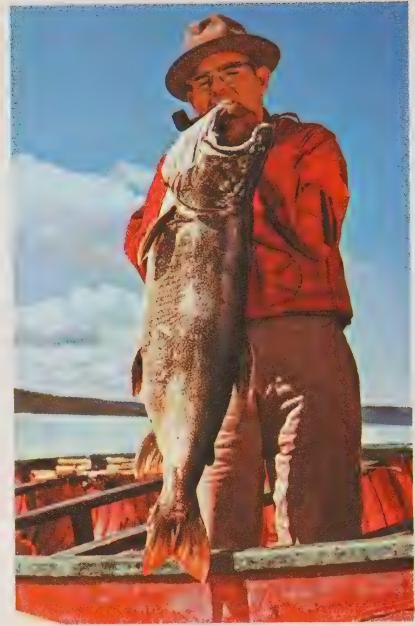




*The Stratford Theatre, a night view and
a scene from Molière's "Le Bourgeois
Gentilhomme" • A view of the
Beaverbrook Art Gallery in Fredericton,
New Brunswick, a gift of Lord
Beaverbrook to his native province*

• Canadian-made jewelry is much sought
after by visitors and can be found in
almost any city • A modern Indian
perpetuates the art of carving totem
poles, but nowadays only for special
requests • Canadian pottery is made
in many places and is beginning to win
recognition outside Canada • Outdoor
summer exhibitions and sales of paintings
are increasingly popular.





Fishing... Safaris

■ Canada's hundreds of thousands of lakes, rivers and streams are teeming with some of the gamest fighting fish in the world — and off-shore there is salt-water sport fishing for tuna, swordfish, and many other game species. Whether he is out for salmon, trout, bass, perch, pike, swordfish, steelhead or Arctic char, thrills galore await the ardent fisherman.

The hunter, too, has unique opportunities to try his skill, whether his choice is for big game — moose, deer, bear, and (in Western Canada) elk, bighorn and Dall sheep, caribou —

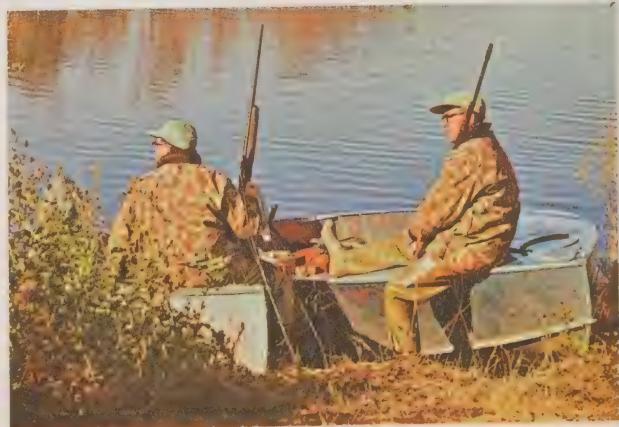
or for duck, partridge, wild geese, grouse or ptarmigan.

Wildlife conservation of all native game species is rigidly enforced, which ensures an ample supply of game in season and a guarantee of future supply. Game laws, giving details as to open seasons, bag limits and licences, can be obtained from provincial or territorial offices.

Sportsmen can bring in camping, hunting and fishing equipment free of duty, or rent it from reliable outfitters. Trained guides can be engaged at most going-in points.



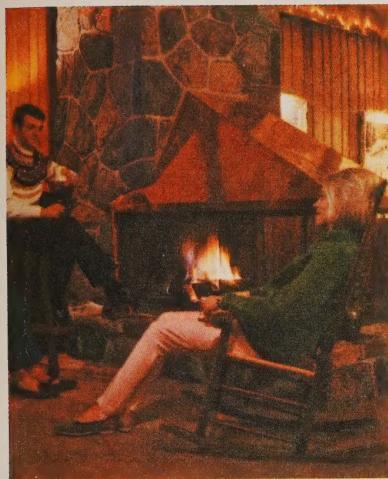
When the real business of the hunting party is attended to, it's pleasant to relax to music at the camp • This is the kind of lake trout waiting for the fisherman at Great Bear Lake, N.W.T. • A handsome elk brought down in the foothills of the Rockies • Big game hunting in the Kootenay district of British Columbia; below, seasoned hunters combine a duck and goose hunt with trout fishing in The Pas area of Manitoba, famous for game.



Winter Wonderland

At Sunshine Village in Banff National Park, Alberta, youngsters love Canada's exhilarating winter blend of snow, sunshine and skis! Where the mountains meet the sky: top-of-the-world ski country — and scenery — at Garibaldi Provincial Park, 40 miles north of Vancouver.





Rocking-chair and fireside time at a Quebec Laurentian resort.

■ The sounds of a Canadian winter holiday stay with you all your life: the squeak of sleigh runners on crisp new snow, the whistle of the wind as you fly down ski-slopes, the crunchy bite of skate on ice, the crash of a curling stone, the swoosh of a toboggan and, at day's end, the crackling of the fire, the welcome symphony of cutlery on china and a sing-song to round out the day.

Canada's winter resorts are outstanding. The high mountain slopes of the Rockies, the 1,000 miles of ski-trails in the Laurentians and the dozens of ski areas with tows, lifts and artificial snow machines, offer the skier — pro or tyro — everything from down-hill running to ski-touring.

If you'd rather watch than work, there are winter carnivals galore all winter long, presided over by jolly Bonhomme Carnaval, fairy princesses or regal queens; with ice sculpture, dogsled derbies, car, motor-cycle or harness races on ice, snowshoe marathons, torchlight processions and other colourful events. There are ice shows, professional hockey, ski meets, figure skating championships and curling, the "roaring game."

Something for everybody. Even the fisherman, who will find a new thrill in fishing through the ice!



One of British Columbia's famous ski areas, the ski lodge at Silver Star Mountain, in Vernon.



Picture to remember: getting ready for spring skiing on the hills and trails at Ste. Agathe des Monts, 70 miles north of Montreal •

All the winter fun is not outdoors: the "Roaring Game" of curling has a huge following of Canadian players, with rinks from coast to coast.



Annual Events

*Days that add to the colourful wonder
of a vacation in Canada*

NEWFOUNDLAND

June 24 — Discovery Day (Anniversary of Cabot's Landfall) — PROVINCE-WIDE.
1st week in August — Annual Regatta (oldest organized sports events in North America) — ST. JOHN'S.

PRINCE EDWARD ISLAND

mid-July — Lobster Festival and Exhibition — SUMMERSIDE.
July-August — Charlottetown Festival — CHARLOTTETOWN.
3rd week in August — Old Home Week — CHARLOTTETOWN.

NOVA SCOTIA

end of May — Annapolis Blossom Festival — KENTVILLE.
mid-July — Annual Highland Games — ANTIGONISH.
early August — Nova Scotia Gaelic Mod — ST. ANN'S.
August — Nova Scotia Festival of Arts — TATAMAGOUCHE.

mid-September — Fisheries Exhibition and Fishermen's Reunion — LUNENBURG.

NEW BRUNSWICK

end July — Rothesay Highland Gathering — ROTHESAY.
1st week in August — Woodstock Old Home Week — WOODSTOCK.
mid-August — Lobster Festival — SHEDIAC.
late August-early Sept. — Atlantic National Exhibition — SAINT JOHN.

QUÉBEC

3 weeks preceding Lent — Annual Québec Winter Carnival — QUÉBEC.
mid-May to mid-Sept. — Changing the Guard, Citadel — QUÉBEC.
June 24 — St-Jean Baptiste Celebrations — PROVINCE-WIDE.
Tuesdays, July and August — Square and folk-dancing, Dominion Square — MONTREAL.
July — International Regatta — Canada's largest speedboat races — VALLEYFIELD.

early August — Canadian Film Festival — MONTREAL.

September — Québec Provincial Exhibition — QUÉBEC.

ONTARIO

Jan.-Feb. — International Winter Festival — NIAGARA FALLS.
February — Annual Winter Carnival — SAULT STE. MARIE.
mid-May — Canadian Tulip Festival — OTTAWA.
June-Sept. — Stratford Shakespearean Festival — STRATFORD.
mid-May to mid-October — Upper Canada Village — NEAR MORRISBURG.
end July — Annual Glengarry Highland Games — MAXVILLE.
mid-August — Six Nations Annual Indian Pageant — BRANTFORD.
late Aug. to Labour Day — Canadian National Exhibition — TORONTO.

MANITOBA

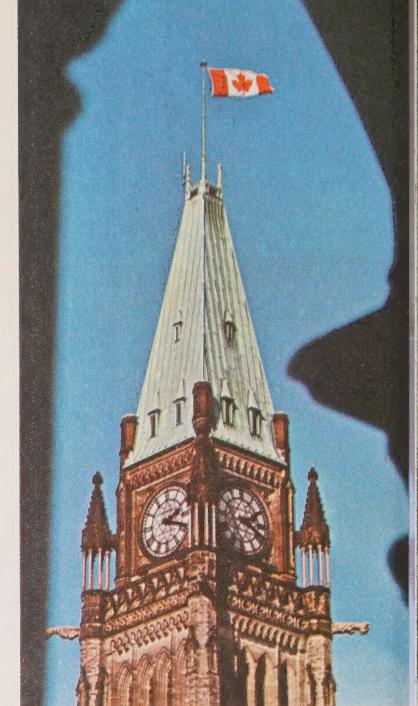
February — Northern Manitoba Trappers Festival — THE PAS.
end of March-early Apr. — Manitoba Winter Fair — BRANDON.
end June — Flin Flon Trout Festival — FLIN FLON.
July — Provincial Exhibition and Western Canada Trade Fair — BRANDON.

SASKATCHEWAN

July 1 to August 15 — Sunset Ceremonies Wed., Sat. and Sun. — REGINA.
early July — Frontier Days Regional Fair and Rodeo — SWIFT CURRENT.
early July — Pion-Era Days — SASKATOON.
end of July-early Aug. — Provincial Exhibition and Agricultural Fair — REGINA.

ALBERTA

February — Muk-Luk Mardi Gras — EDMONTON.
early July — Calgary Exhibition and Stampede — CALGARY.



mid-July — Klondike Days — EDMONTON.
mid-July — Banff Indian Days — BANFF.

BRITISH COLUMBIA

mid-February — Vernon Winter Carnival — VERNON.
end June-early July — Williams Lake Stampede — Canada's 2nd largest stampede — WILLIAMS LAKE.
July — Vancouver International Festival — VANCOUVER.
early August — Penticton Peach Festival — PENTICTON.
early August — Kelowna International Regatta — Western Canada's best-known regatta — KELowna.
end of August — Pacific National Exhibition — VANCOUVER.

YUKON TERRITORY

late February — Sourdough Rendez-vous — WHITEHORSE.
August 17 — Discovery Day — commemorating the discovery of gold — DAWSON CITY.

NORTHWEST TERRITORIES

last Saturday in March — Northwest Territories Dog Derby — YELLOWKNIFE.



1967

is Canada's 100th Birthday. To celebrate the Centennial of Canadian Confederation, a nation-wide program of mobile exhibits, performing arts, pageants and countless other projects will add to the excitement of a Canadian holiday. In Montreal, EXPO 67—the 1967 Universal and International Exposition — will develop the theme "Man and His World".





Canadian Government Travel Bureau OTTAWA, CANADA

To help you with your plans for a holiday in Canada, the offices of the Canadian Government Travel Bureau listed below provide a free travel counselling service. Several colourful booklets about Canada are available without charge. They include road maps, information on the weather, National Parks, what to see, what to wear, where to stay and many other useful hints.

Your travel agent will be glad to provide you with full details on the many pleasant ways you can journey to Canada and enjoy yourself while here. You may choose the leisure of an ocean voyage, or the speed of an Atlantic crossing by air. In Canada you may prefer an itinerary specially planned for you, or enjoy one of the many package holidays available.

Come and see for yourself why more and more people prefer Canada for a holiday that is new, different, exciting . . . but, most of all, enjoyable!

DAN WALLACE,
Director.

P.S. Here are the addresses of the Bureau's offices in Europe:

CANADIAN GOVERNMENT TRAVEL BUREAU,
19 COCKSPUR STREET,
LONDON S.W.1, ENGLAND.

OFFICE NATIONAL DU TOURISME
CANADIEN,
4, RUE SCRIBE,
PARIS 9^e, FRANCE.

CANADEES VERKEERSBUREAU,
LEIDSESTRAAT 67-71,
AMSTERDAM, NEDERLAND.

STAATLICHES KANADISCHES
FREMDENVERKEHRSAMT,
6 FRANKFURT/MAIN,
KAISERSTRASSE 59,
DEUTSCHLAND.

Canadian Embassies, Consulates and Trade
Commissioners all over the world are also
pleased to give information on travel to Canada.

TRAVEL FILMS — For information about the loan of Canadian travel films,
please get in touch with one of the above offices, with the nearest Canadian Embassy,
Consulate or Trade Commissioner's office or with: Canadian Travel Film Library,
3 Grosvenor Square, London W.1, England.

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